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THE FIELDMARK AWARDS

Imagination and Innovation

VONS' Varied Formats Plow New Retailing Concepts

TETRA PAK
Launches a Bonanza
in Shelf-Stable Foods

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VOLUME 42
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SB honors two companies for the innovations they have made and the imagination they bring to supermarket retailing. Profiles of the winners—a retailer and a container manufacturer—follow.

VONS' VARIED FORMATS PLOW NEW RETAILING CONCEPTS 22
BOB HUGHES & TONY MCGINTY

Rather than grow geographically out of its Southern California base, the Vons Companies has pioneered new store formats in the area it knows best. The retailer's Pavilions and Tianguis stores have shown how to be creative as well as shrewd in business.

TETRA PAK LAUNCHES A BONANZA IN SHELF-STABLE PACKAGING/KEVIN COUPE 29

Tetra Pak, which pioneered aseptic packaging, describes itself as the largest container manufacturer world-wide. The impact of its packaging on U.S. supermarkets, while enormous, has just begun.

A SUNFLOWER GROWS IN MISSISSIPPI/KEVIN COUPE 33

In redesigning its corporately-owned Sunflower Stores, Lewis Grocer Co. relied first on outside consultants, then brought the work in-house. The results are telling.

AN 'URBAN' STORE SEEKS ITS NICHE IN THE SUBURBS 37
TONY MCGINTY

Jerry Bockwinkel's newest store is something of an experiment. Can small stores for upscale urbanites be transplanted to the suburbs?

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WHEN GOOD HELP IS HARD TO FIND, BEEFED UP TRAINING MAY BE THE ANSWER/LESLIE GILBERT 4A

Workers are the lifeblood of the service deli, but how do retailers find them, and keep them?

SUPER SHOP N BAG HAS NEW DESIGNS ON THE DELI DEPARTMENT/KAREN L. JONES 17A

Shop N Bag's newest store has a deli both bigger and brighter than anything it has done before.

TOPS CATERS TO THE CARRY-OUT CROWD/LESLIE GILBERT & DANIEL ELMAN 19A

In Ithaca, N.Y., Tops competes successfully with fast-food and convenience operators.

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Nonfoods provides much of the flavor in the newest Minyard's in Dallas and makes up better than 25 percent of the store's merchandise.

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In her latest movie, Diane Keaton finds herself saddled with a baby while trying to pursue her business career. Both end up having something to do with supermarkets.

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SAMI UPDATE

HEALTH & BEAUTY AIDS: SAMI FOUR-WEEK FOOD STORE UNIT TRENDS VS. YEAR AGO

PRODUCT GROUP AND CATEGORY	% CHANGE VS. YEAR AGO 4 WEEKS ENDING 8/14/87	4 WEEKS ENDING 9/11/87	4 WEEKS ENDING 10/9/87
BABY NEEDS			
Baby Powders	– 5.3	– 9.7	–16.4
Baby Oils, Creams & Lotions	+16.1	+13.8	+13.2
Infant Clothes	–27.0	–32.0	–25.3
Nursing Supplies	+ 1.0	– 1.4	+ 2.5
DEODORANTS			
Sprays	– 3.9	– 2.5	– 1.2
Roll-Ons	– 0.5	– 6.7	– 0.2
Stick Deodorants & Pads	+13.1	+ 9.5	+14.5
Creams	–15.3	–13.6	–12.6
Deodorants & Talcum Powders	+30.0	+22.1	+15.5
Feminine Hygiene Deodorants	+ 0.8	+ 2.4	+ 3.3
Foot Deodorants & Athlete's Foot Remedies	+ 6.7	+ 3.4	– 1.5
Feminine Douches	+11.1	+ 6.9	+11.6
FIRST AID			
Antiseptics	+ 5.3	+ 7.5	+11.8
First Aid Products	– 1.3	+ 0.2	– 0.4
HAIR CARE NEEDS			
Shampoos	+ 0.4	– 2.3	– 2.9
Hair Sprays	+15.8	+12.2	+14.4
Hair Conditioning Rinses	+ 0.3	– 0.1	+ 0.5
Hair Setting Needs	+ 1.7	+13.7	+ 9.0
Home Permanent Kits	–10.4	–19.5	– 7.7
Hair Coloring	– 4.5	– 2.5	– 4.8
Hair Dressing Needs	– 4.7	– 5.6	– 2.2
ORAL HYGIENE			
Toothpastes & Powders	+ 9.5	+ 1.1	+ 0.1
Mouthwashes	+15.4	+15.4	+10.5
Breath Fresheners	– 2.9	– 3.1	– 1.7
Denture Cleaners	– 4.4	– 8.1	– 4.7
Denture Adhesives	– 3.2	– 3.8	+ 9.7
Toothbrushes	– 9.3	– 7.6	–11.0
PROPRIETARY REMEDIES			
Antacids	+ 2.2	+ 2.9	+ 7.0
Internal Analgesics	+ 3.4	+ 1.9	+ 0.3
External Analgesics	– 2.3	– 0.4	+ 7.0
Cold Remedies	– 0.8	– 9.9	+ 6.7
Nasal Sprays—Drops—Inhalers	– 4.8	– 3.7	+ 3.7
Chest Rubs	– 4.5	–13.7	– 4.6
Cough Remedies	– 1.3	– 6.4	+ 4.5
Laxatives	– 1.5	– 0.6	+ 6.4
Sleeping Aids	+ 9.6	+ 4.9	+ 7.2
Tranquilizers	–13.1	– 5.6	– 0.4
Synthetic Vitamins	– 3.1	+ 4.0	– 2.3
Eye Care Products	+15.8	+16.3	+19.0
Appetite Suppressants	–22.6	–18.7	– 1.6
SHAVING NEEDS			
Shaving Creams	– 6.5	+ 2.1	+ 5.7
Pre-Shave Lotions	– 0.0	– 5.0	+ 0.6
After-Shave Lotions	+ 1.7	– 1.0	+ 1.2
Razor Blades	– 3.8	– 7.8	– 4.2
Razors & Blades	–20.6	–24.5	–25.8
SKIN CARE AIDS			
Hand & Body Creams & Lotions	+ 7.6	+14.3	+32.9
Facial Preparations	– 9.3	–10.2	+ 1.0
Lip Care Products	+21.4	+21.4	+38.5
Suntan Lotions & Oils	+13.3	+21.9	+10.1
Cosmetic & Medicated Skin Aids	+15.0	+11.8	+10.5
TOTAL ALL CATEGORIES			

Cold Remedies and Skin Care Aids Racking Up Strong Performances in Food Stores

New entries from Lever Bros. and Helene Curtis spurred overall HBA growth.

BY ALAN B. MILLER JR.

Several new health and beauty aid (HBA) products have performed well in recent months, an indication that there's room for new products even in mature HBA categories. The success of the top new products in the 12-week period ending Oct. 9 is a coup for two companies, Helene Curtis and Lever Bros. These two companies marketed all six of the best-selling products introduced over the past 52 weeks. These top-selling new items were all hair preparations or dentifrices, but both companies were also responsible for new deodorants in spray, stick and roll-on form.

Combined four-week dollar volume in all 52 HBA product categories tracked by SAMI rose 6.4 percent, matched only by a similar gain for frozen foods. On a tonnage basis, the 3.5 percent unit increase for HBA was identical to the four-week gain for refrigerated foods. This strong performance in the HBA sector compares with a 3.2 percent dollar gain for HBA in the same period a year ago.

There were gains in this four-week period in both dollars and tonnage in each of the five product departments—overall gains of 3.5 percent in dollars and 2.2 percent on a unit basis. This trend represents a strengthening of food store volume. It is doubtful that the stock market crash in October will result in weak sales as food-store products are not usually affected significantly by the state of the economy.

The four-week increase in units for all 52 HBA product categories combined amounted to more than nine million packages. There were gains in six of the eight product groups. There were losses in baby needs and shaving needs, while the highest growth rates occurred in skin care aids (+21.7 percent) and deodorants (+6.2 percent).

The score at the product category level of measurement was 30 gainers to 22 losers. The highest loss rates, amounting to 25.8 percent and 25.3 percent respectively, were registered in the low-volume categories of razors and blades and infant clothes. Lip care products (+38.5 percent) and hand and body creams and lotions (+32.9 percent) set the pace for the growth categories.

In the baby needs category, which recorded a drop of 0.3 percent, the decline was the result of weakness among baby powders (-16.4 percent) and infant clothes (-25.3 percent). Gains of 13.2 percent for baby oils, cream and lotions and 2.5 percent for nursing supplies were almost enough to cancel out the losses. The most important new product in this grouping was Mennen's Baby Magic Rich n' Creamy introduced in February of this year.

Strength in powders

The four-week gain of 6 2 percent for personal deodorants was achieved to a large extent because of strength in deodorant and talcum powders (+15.5 percent), stick deodorants and pads (+14.5 percent) and feminine douches/washes (+11.6 percent). The most important new brands in this group were Suave deodorant (stick and spray) and Trust and Axis, introduced late last year by Lever Bros. The 12.6 percent loss for cream deodorants is consistent with recent trends.

Sales volume in the hair spray category (+14.4 percent) was an important factor behind the growth in four-week volume (+2.1 percent) among all seven hair care needs categories. Sales

SAMI UPDATE

of hair setting needs (+9.7 percent) are up and there was a modest increase for hair conditioning rinses. Sales were down for home permanent kits (-7.7 percent), hair colorings (-4.8 percent), shampoos (-2.9 percent) and hair dressing needs (-2.2 percent). Within this product group, the new brands introduced during the past year were Salon Selectives shampoo and hair conditioners, Textra shampoo and hair conditioner and Halsa hair sets and hair sprays (S.C. Johnson). Two shampoos for children were introduced: Sesame Street (Minnetonka) and Care for Kids shampoo (Revlon).

There were declines in the most recent reporting period in four out of seven oral hygiene categories monitored by SAMI, but the growth (+10.5 percent) in mouthwash sales was sufficient to bring a product group gain of 0.2 percent. The four-week unit growth for toothpaste was only 0.1 percent in spite of the fact that there were number of new offerings particularly by Lever Bros., which launched Aim Extra Strength and Anti-tartar formulations, as well as Close-Up Tartar Control and Close-Up Paste and Pepsodent with Fluoride. Also new in this category was Oral B Muppets toothpaste by Coopervision.

Denture adhesive volume advanced 9.7 percent for the reporting period as a result of strong sales for Fixodent. There were losses for toothbrushes (-11.0 percent), denture cleaners (-4.7 percent), dental aids (-4.2 percent) and breath fresheners (-1.7 percent).

Nine of the 14 categories of proprietary remedies enjoyed higher sales volume. Volume climbed as high as 19.0 percent in the case of eye-care products. Both antacids and external analgesics had unit increases of 7.0 percent while sales of sleeping aids rose 7.2 percent. Sales of internal analgesics moved ahead only 0.3 percent. In the cough and colds categories there were three gains and one loss (chest rubs). The best performance among these remedies was the 6.7 percent gain for cold remedies, which contrasts with the loss of 0.4 percent on a 12-week basis. Nasal sprays moved up 3.7 percent while cough remedies registered an increase of 4.5 percent. There were volume declines in both synthetic vitamins (-0.9 percent) and natural vitamins (-2.3 percent), but the loss rate for appetite suppressants improved from minus 14.9 percent on a 12-week basis to loss of only 1.6 percent for the four-week period. Four-week sales of laxatives and stool softeners gained 6.4 percent.

The upward trend in the shaving needs categories was stronger in the most recent four-week period than for the past 12 weeks, except for the small volume category of razors sets, where sharp losses continue in evidence. Sales volume of shaving creams was up (+5.7 percent) and small gains were recorded for pre-shave lotions (+0.6 percent) and after-shave lotions (+1.2 percent). There were no new million-dollar brands in this entire product group during the past 52 weeks.

Strongest trend

The strongest trend by far was for skin care aids. All five categories in the group had sales increases. The gain of 1.0 percent for facial preparations was the first increase in many months, while increases for hand and body creams (+32.9 percent) and lip-care products (+38.5 percent) exceeded the growth rates on a 12-week basis.

The 10.1 percent gain for suntan lotion does not indicate significant gains in dollars or units for the category. The current period reflects sales during the tail end of the summer. ■

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